

Message Text

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ACTION EA-09

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R 090839Z FEB 76

FM AMEMBASSY TOKYO

TO USDOC WASHDC

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UNCLAS TOKYO 1959

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CLOSE-OF-EXHIBITION REPORT - INDUSTRIAL AND ENVIRONMENTAL
NOISE AND VIBRATION INSTRUMENTATION EQUIPMENT EXHIBITION AND
SEMINAR, U.S. TRADE CENTER, TOKYO, JAPAN, FEBRUARY 2-6-, 1976

1. U.S. PARTICIPANTS SEEKING REPRESENTATION: ONE

(A) AGENTS AND DISTRIBUTORS APPOINTED: NONE

(B) AGENCY/DISTRIBUTORSHIP UNDER NEGOTIATION: TWO (14 LEADS)

(C) LICENSEE AGREEMENTS UNDER NEGOTIATION: ONE (2 LEADS)

(D) JOINT VENTURE AGREEMENT UNDER NEGOTIATION: NONE

2. SALES:

(A) IMMEDIATE: \$140,319

(1) NEW-TO-MARKET: \$40,319

(2) OLD-TO-MARKET: \$100,000

(B) TWELVE-MONTH PROJECTION: \$5,232,000

(1) NEW-TO-MARKET: \$4,932,000

(2) OLD-TO-MARKET: \$300,000

3. REGISTERED VISITORS: 1,439 (1,618 HAND-COUNT)

4. TOTAL PARTICIPANTS: SEVENTEEN (NUMBER OF U.S. FIRMS REPRESENTED:
29)

(A) NEW-TO-MARKET: SIXTEEN

(B) OLD-TO-MARKET: ONE

(C) FULLY ACHIEVING PRIMARY PARTICIPATION OBJECTIVE: TWELVE

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(D) PARTIALLY ACHIEVING PRIMARY PARTICIPATION OBJECTIVE: FIVE

(E) FAILING TO ACHIEVE PRIMARY PARTICIPATION OBJECTIVE: NONE

(F) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.: EIGHT

5. NARRATIVE:

DESPITE THE SMALLER THAN USUAL SIZE OF EXHIBIT AND LESSER NUMBER OF PARTICIPANTS, THE EXHIBITION WAS EXTREMELY SUCCESSFUL. MOST EXHIBITORS EXPRESSED THEIR SATISFACTION ONE WAY OR ANOTHER AND THEIR DESIRE TO REPEAT THIS SPECIALIZED SHOW THEME WITHIN A TWO YEAR PERIOD. AS REPORTED TOKYO 1647, TECHNICAL SEMINAR PRESENTATION WAS OVERWHELMING SUCCESS WITH LARGE NUMBER OF ATTENDEES (REGISTERED ATTENDEES: 2/3 - 106, 2/4 - 189). JACK MOWRY, SEMINAR CHAIRMAN, EXTREMELY SATISFIED WITH SEMINAR, SUGGESTS, AND TC CONCURS, LARGER EVENT NEXT TIME. TOTAL ATTENDANCE FOR EXHIBITION WAS ALSO HIGH, REACHING 1,439 REGISTERED VISITORS. ALL EXHIBITORS COMMENTED RE HIGH QUALITY OF VISITORS. APPROXIMATELY 30 PERCENT OF REGISTERED VISITORS WERE FROM OUTSIDE METROPOLITAN TOKYO AREA.

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